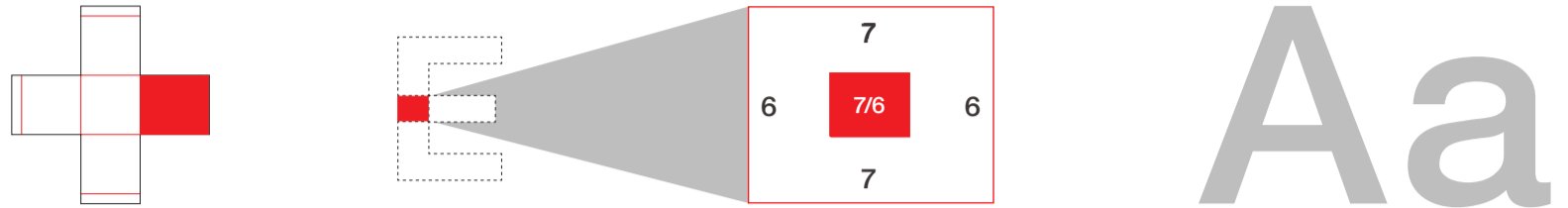


## Symbolism

The logo refers to Swiss tradition in its construction.



The openings of the letters «E» and «F» come from the proportions of the ends OF THE ARM OF the Swiss cross. It's proportions are 1/6th larger than high. The color chosen for the logo is that of the Swiss flag. The logo was drawn from the Helvetica Neue font.

## Logo

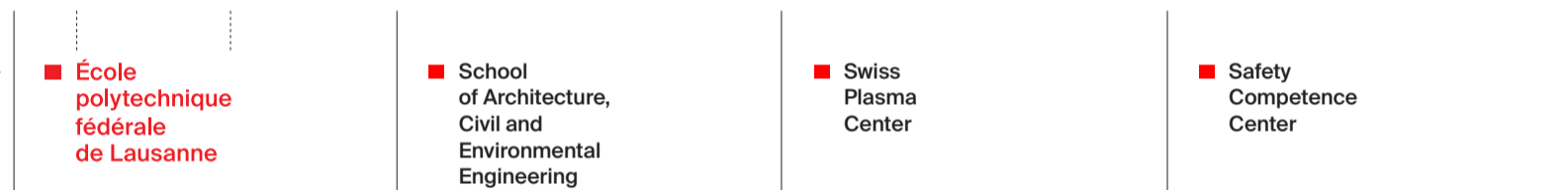
The EPFL logo always features on the top left side of the documents in red.



The main color of our logo is Swiss red. To maintain its readability the primary use is on clear backgrounds and images. The logo should remain red as much as possible, even on dark backgrounds or images. The white version on red background is for secondary uses.

## Brand Architecture

Organizational unit references must always be separated from the EPFL logo.



The line «École polytechnique...» (always red) can only be used on legal documents. The mention of the organizational units is always accompanied by the red square (■) with the proportions of the arm of the Swiss cross and must be smaller than the logo.

## Corporate Colors

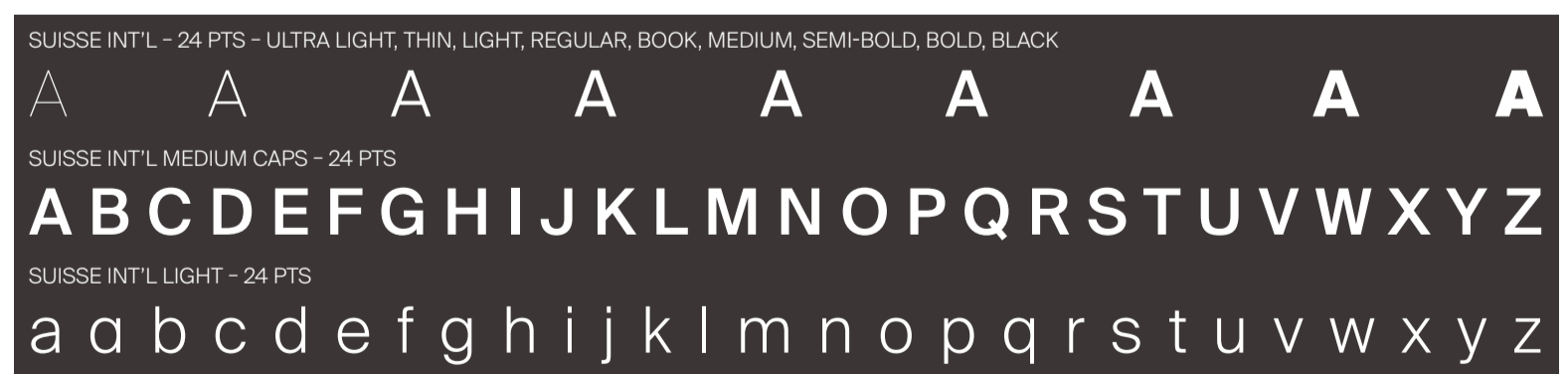
When using colors, you must always choose the values listed here.



Using colors appropriately is one of the easiest ways to ensure that our documents reflect a coherent visual image or story from EPFL. Always balance colors with generous white spaces.

## Corporate Font

Suisse Int'l is EPFL's official font



The «Suisse Int'l» has nine weights and is suitable for all uses, from titles to legends. If you do not have access or wish to use an authorised alternative, you must use Arial. On office materials, Arial is used exclusively, because it is available as a system font on all computers, making it easy to share editable documents.

# Need Advice?



**CORP-ID  
COFFEES**

Every Thursday  
9:00 to 11:00 am  
On appointment